

VEHICLE RADIO SYSTEM WITH CUSTOMIZED ADVERTISING

ABSTRACT OF THE DISCLOSURE

A radio broadcast system includes a vehicle-based radio system that receives
 5 radio broadcasts via digital satellite transmission from a transmitting facility and
 provides two-way communication with a vehicle communications central facility.
 The vehicle system includes a radio broadcast receiver, a vehicle radio, an advertising
 control unit, and a vehicle communications device. The transmitting facility
 broadcasts a number of different channels of programming content (music, news, etc.)
 10 along with one or more separate streams of radio advertisements, all of which are
 received by the radio broadcast receiver. The received advertisements are provided to
 the advertising control unit which selects certain advertisements targeted to the
 vehicle user based on user or vehicle data and stores the selected advertisements on a
 recording device that is included with the advertising control unit. The broadcasted
 15 radio streams received by the vehicle system contain intermittent advertising slots and
 the system monitors the channel selected by the vehicle operator for markers that
 identify these advertising slots. Once a marker is detected, the advertising control
 unit accesses one of the stored advertisements from the recording device and provides
 the accessed advertisement to the receiver for insertion into the advertising slot.
 20 Confirmation of the playback of an advertisement is provided by communication back
 to the central facility which permits billing of advertisers on a per-listen basis.

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